

HORRIGAN LETTER

DOCUMENT REQUESTS DISCUSSED AT HEARING

Issues

DATA-
negative
animal
work.

CTR

Non-report
documents

1. All documents relating to animal research from 1950-1994, including notes, reports, and evaluations relating to such research. This request includes research conducted by your company directly or indirectly through other entities including the Tobacco Industry Research Council, the Council for Tobacco Research and Arthur D. Little. It is not necessary to provide copies of raw data as summaries of such data will be satisfactory at this time.

Unlabeled
non-reports
CTR

2. All documents relating to research or related activities involving the measurement of nicotine levels in blood from 1950-1994. This request includes research conducted by your company directly or indirectly through other entities including the Tobacco Industry Research Council and Council for Tobacco Research.

Unlabeled
non-reports
CTR

3. All documents which relate directly or indirectly to nicotine's addictiveness or lack of addictiveness, including reports, memoranda, or other documents relating to research on nicotine for the period 1950-1994.

Done

4. All documents which relate to the "Joe Camel" advertising campaign, as instituted by RJ Reynolds, including documents assessing the effectiveness of the campaign. This request includes all internal memoranda, reports, presentations of any kind, story boards, results of focus groups and marketing surveys for the period 1988-1994. This request also includes documents produced by your company's advertising agencies and consultants.

NEW DOCUMENT REQUESTS

16. Describe and provide any documents that relate to research, studies (including test marketing studies), focus

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groups, or surveys that your company has conducted or sponsored on the relationship of nicotine to taste or flavor, including:

do we have
16 a. any studies on the contribution of nicotine to cigarette taste/flavor and/or the amounts necessary to achieve acceptable taste/flavor (including the definitions of these terms as used in the study);

world
16 b. any studies to determine whether there are any alternatives to nicotine to provide acceptable taste;

next
16 c. any studies/surveys on consumer acceptance (including taste acceptance) of denicotinized cigarettes you have marketed or test marketed anywhere in the world; the amount of nicotine (absolute amount in tobacco rod as well as FTC yield) that is or was contained in those cigarettes, and the reason for that amount; annual sales figures for such products; and the reasons such cigarettes were withdrawn from marketing or test marketing.

17. Describe and provide all documents related to the purpose of any research/studies you have conducted on:

Just?
17 a. Nicotine analogues;

17 b. Levels of nicotine, cotinine, nor-nicotine, or other chemical constituents of cigarettes, tobacco, or cigarette smoke in the brain, blood, or urine of humans or animals;

17 c. The physiological or psychoactive effects of nicotine or any other chemical constituents of tobacco, cigarettes, or cigarette smoke;

17 d. The addition to cigarettes of nicotine-containing compounds, nicotine salts, or compounds that may affect the absorption or bioavailability of nicotine in humans or animals.

For each study identified above, include the names of individuals involved in conducting the research, the geographic location at which the research was conducted, and the names of company managers who were aware of the research or its results. If such individuals are no longer employed by your company, provide all information in your possession regarding their current address and phone number.

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